



COCHISE COUNTY TOURISM COUNCIL

May 27, 2015

9:00 A.M.

Douglas Visitor Center

345 16th St

Douglas, AZ 85607

AGENDA

Roll Call:

Call to Public: Patricia Moreno, Council Woman Tombstone

Minutes: April, 2015

Treasurer's Report:

Committee Reports

1. **AOT Status** – All Communities
2. **Print/Advertising Placement & Production** – Gussie, & Ilona
3. **Website Development, On-line Advertising & Blogs** – Mark, Larry, Judy, & Bob
4. **Media Communications & PR** – Gussie, Ilona, Judy
5. **Film Report** – Ilona, Gussie, Ilona & Nancy
6. **AWWTA** – Ilona, & Brenda
7. **Land of Legends/Map going to print** – Ilona, Gussie, Humberto, Brenda, David

Discussion/ Action: Items that the Cochise County Tourism Council will discuss or take action on

1. Tourism Mark Marrero update on Cochise County Application for mobile electronic devices
2. Chris Newton with Go Travel Sites update on the Cochise County web site-
<http://www.explorecochise.com>
3. Sierra Vista Tourism Partners: change Chiricahua National Monument to Chiricahua National Park
4. Cochise County Visitor Center, exit 340
5. Strategic Marketing for fy2016

Community Announcements: Benson – Bisbee – County – Cochise College – Douglas – SEAGO

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Sierra Vista – Tombstone - Willcox

Next Meeting Location/Date: June 24, 2015 Sierra Vista, AZ

NOTICE: The Cochise County Tourism Council, CCTC, operates by a *Intergovernmental Agreement* which is a contract between governments. The Cochise County Tourism Council is required to operate under open meeting laws that govern Arizona's Public Bodies and how they have meetings. The CCTC is officially a *Destination Marketing Organization*.